

Edewho Esther

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Objective

Diligent content writer and social media personnel seeking a position in which my writing skills combined with digital marketing skills can be useful in serving customers while consistently delivering high-quality and results-focused marketing content. In-depth knowledge of social media marketing, SEO content writing, content development with expertise in identifying emerging market trends

Education

- Federal University Oye-Ekiti, Ekiti State, Nigeria
- B.Agric: Fisheries and Aquaculture
- Second class upper

Work Experience

President

Nov 2020-present

Iwafoundation(Mission Green)

- Lead a team of 15 individuals to create and manage an environmental friendliness club in secondary schools across six states in Nigeria, educating teenagers about environmental base issues and sustainable solutions

Digital Content and Customer Engagement Manager

Jan 2022- April 2022

Diosdlite, Lagos

- Collaborated with sales, delivery and service teams to manage seamless client experiences.
- Provided recommendations to promote brand effectiveness and product benefits, resulting in securing over 4000 online potential customers.
- Created and launched new online marketing strategies, resulting in 20% sales increase. Built relationships with customers and community to establish long-term business growth.
- Achieved sales goals and service targets by cultivating and securing new customer relationships

Communication/Social Media Manager

September 2021- January 2022

Affilbase Inc

- Developed and managed engaging content and marketing materials that enabled successful launching of the company's website with over 6000 traffic to the website, boost social media campaigns and increased users while managing online clients

Content Writer

August 2021- January 2022

Studenthubng

- Successfully developed and wrote webpage contents using SEO ranking keywords and back links strategies to draw 60% traffic increase to website
- Created educative and interactive social media content, articles for blogs and newsletters that keeps clients engaged and informed and also attract potential clients

Content Writer

Dec 2020- October 2021

Farmcenta LLC

- Utilized exceptional writing, editing and proofreading skills to produce engaging and high-quality

- content that helped boost company's online presence and onboard new investors.
- Used SEO skills to write articles that rank on google and create online presence for the company.

Lagos Food Bank

2020-present

Volunteer

- volunteered as a front-line worker in reaching out to people struggling with malnutrition and hunger in rural and urban are

Volunteer

Jun 2018- Feb 2019

Food bank Lagos

- Receive and send emails from and to potential donor.
- Sensitization of people/potential donors through phone calls and emails.
- Disturbed food items, agricultural incentives, and educational items to rural and riverine areas as a way of poverty alleviation and agricultural development

Intern

JUNE 2018-DEC 2018

National institute for Oceanography and Marine research

- Worked closely with researchers, fish biologists, farmers to write various articles, research papers and journals for various research works and interpretation for rural farmers

Skills

- Proficient in the use of SPSS, ANOVA, and Microsoft
- package(Excel, Word, office and power point)
- SEO writing , webpage copywriting, Academic writing
- Web design, C++, HTML
- Social media management
- Effective communication, adaptability Teamwork,motivation, problem solving ability
- Internet and computer competence
- Excellent research, writing, and analytical skill

Hobbies

- Writing, researching, traveling, gardening, volunteering

Achievements And Award

- Best writer,
- Fuoye Final year Award, 2019. I won best writer for writing a short agricultural article that helped create awareness about sustainable agriculture, food security, environmental sustainability, and climate change.
- President, Golden-lampstand Foundation . I oversee a foundation that focus on child education, welfare and morals.
- Founder, Iwa Foundation(Mission Green). Worked with a team of individuals to create awareness on how to use sustainable agricultural practices to solve environmental sustainability and management
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- Read at least 20 books per year